

In the Specification

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Please replace the paragraph bridging pages 4 and 5, with the following:

A1
In yet another aspect, a method of advertising is presented using the wrap-around advertising surface of the present invention. The method of advertising comprises providing a railing, other hand support system, pole or support beam, etc. having a length and alignment targets in a parallel line along its length. Next, placing the wrap-around advertising surface so that the center lengthwise axis of the wrap-around advertising surface is centered on the axis parallel to the length of the railing, other hand support system, pole, support beam, etc. The wrap-around advertising surface of the present invention has alignment targets disposed along an axis parallel to the lengthwise edge of the wrap-around advertising surface and the wrap-around advertising surface folds around the railing such that the alignment targets of the wrap-around advertising surface align with the alignment targets of the railing and the edges of the wrap-around advertising surface abut when folded around the railing.

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Please replace paragraph 1 on page 6, with the following:

A2
FIG. 8 shows method of advertising using the wrap-around surface of FIG. 3.

AB Skin layer 104 has a bottom surface 106 which is affixed to the top surface 110 of 4-way stretchable material layer 112 by a permanent adhesive 108 that completely covers skin layer 104 from edge to edge. The permanent adhesive 108 can be any permanent adhesive known in the art which will permanently bond skin layer 104 to 4-way stretchable material layer 112. An example of such a permanent adhesive is FLEXICON® adhesive V-402. However, it will be clear to one skilled in the art that other similar suitable adhesives may be used.

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Please replace paragraph 2 on page 7, with the following:

AA 4-way stretchable material layer 112 has top surface 110 and a bottom surface 114, such that top surface 110 of 4-way stretchable material layer 112 conforms to and is permanently affixed to bottom surface 106 of skin layer 104. 4-way stretchable material layer 112 may be comprised of any material that can simultaneously stretch in four directions such as MYLAR. Bottom surface 114 of 4-way stretchable material layer 112 is releasably attached to the railing or hand support system by a layer of releasable adhesive 116. Releasable adhesive 116 completely covers from edge to edge and is affixed to 4-way stretchable material layer 112 and provides releasable adhesion to the railing or hand support system. Releasable adhesive 116 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 100 off the railing or hand support system, etc. An example of a releasable adhesive is FLEXICON® V-58.

Please replace paragraph 2 on page 8, with the following:

AB FIG. 3 discloses wrap-around advertising surface 200 for use on a railing, hand support system, pole or support beam or any other structure which can function as a support surface. Wrap-around advertising surface 200 has a skin layer 204, a backing

A5
layer 212 and a 4-way stretchable material layer 220. Skin layer 204 can be formed from a variety of materials. Examples of such materials include, but are not limited to, expanded vinyl, which is vinyl with a layer of foam that imparts a soft, textured feel, leather, plastic sheeting, plastic roll stock, any type of foam product, polyurethane, urethane, woven fabrics, rubber material, foil material or any other material which could act as a covering to a hand support system. If skin layer 204 is formed from expanded vinyl, the vinyl surface may be smooth or textured. In addition, if a vinyl material is used, the vinyl may be supported or unsupported.

Please replace paragraph 2 on page 9, with the following:

A5
Backing layer 212 has a top surface 210 and a bottom surface 214, such that top surface 210 of backing layer 212 conforms to and is affixed to bottom surface 206 of skin layer 204. Backing layer 212 may be comprised of any material suitable for providing support including open cell foam, closed cell foam, felt, paper or rubber. Bottom surface 214 of backing layer 212 is permanently adhered to the top surface 218 of 4-way stretchable material layer 220. The permanent adhesive 216 attaching bottom surface 214 of backing layer 212 to top surface 218 of 4-way stretchable material layer 220 can be any permanent adhesive known in the art which will permanently bond the surfaces, an example of which is FLEXICON® V-402. 4-way stretchable material layer 220 has the ability to stretch in all directions simultaneously. An example of a 4-way stretchable material is MYLAR®. Bottom surface 222 of 4-way stretchable material layer 220 is releasably attached to the railing or hand support system by releasable adhesive 224. Releasable adhesive 224 is affixed to and completely covers 4-way stretchable material layer 220 from edge to edge and provides releasable adhesion to the railing or hand support system. Releasable adhesive 224 provides secure adhesion to

the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 200 off the railing or hand support system. An example of a releasable adhesive is FLEXICON® V-58.

Please replace paragraph 1 on page 11, with the following:

FIG. 5 discloses an advertising system for presenting a visual image on a railing. For convenience, the component parts of wrap-around surface 100 are numbered as in FIG. 1 designating wrap-around advertising surface 100. The system of the present invention can be utilized with any type of railing or hand support system 120. Wrap-around advertising surface 100 of the present invention has a 4-way stretchable material layer 116 with an inner and outer surface, skin layer 104 which has an inner [layer] and an outer [layer] surface, the inner [layer] surface of the skin layer 104 is permanently adhered to said outer surface of said 4-way stretchable material layer 116. 4-way stretchable material layer 116 is releasably adhered to railing 120. Skin layer 104 and said 4-way stretchable material layer 116 each have a width substantially similar to the circumference of railing 120, such that edges of skin layer 104 and said 4-way stretchable material layer 116 abut when wrapped around railing 120.

Please replace paragraph 1 on page 28 (ABSTRACT), with the following:

The present invention comprises a wrap-around advertising surface, system and method of advertising on railings or other hand support systems and for use on poles or support beams. The wrap-around advertising surface includes a skin layer permanently adhered to a 4-way stretchable material layer, wherein the 4-way stretchable material layer is releasably adhered to a railing or other hand support system. A backing layer